

## **MBA in Social Impact Concentration**

### **Reasons to Take the Program**

#### **A Versatile Degree**

Social impact spans the nonprofit industry and the corporate arena. Lenoir-Rhyne's MBA in Social Impact deliberately emphasizes multiple business-related routes toward a better world and how they rely on one another.

#### **Geared Toward Today's Nonprofit**

Nonprofits need to clearly articulate the impact they are making, what their role is in providing solutions in their communities, and what they are doing to create sustainable, measurable solutions that generate impact.

#### **Social Entrepreneurship is Essential**

Corporations need to be part of the social impact narrative, because consumers are increasingly investing in socially minded businesses. Whether it's through financially supporting local or national nonprofits or company-funded grants, corporations must showcase the impact that they are making on communities and how they are effecting social change.

#### **Craft the Future of Your Choosing**

There are numerous ways to achieve social impact. Lenoir-Rhyne's goal is to expose students to these multiple avenues and to prepare them for the rigors of running a nonprofit or a social enterprise.

#### **A Diverse Curriculum**

The MBA in Social Impact curriculum is built for students who are interested in industries related to philanthropy, NGOs, nonprofits, mission-driven for-profit companies and other business models. The program incorporates design thinking and other strategies for helping students become the best professionals they can for their stakeholders.

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## Careers of Students in the Program

- Nonprofit executive directors
- Entrepreneurs who oversee social enterprises
- Small-business owners who recognize business as a force for good
- Employees of Benefit Corporations or Certified B Corporations

## Social Impact Concentration Courses

In addition to the MBA core, students may choose to focus at least 12 hours of elective courses in the Social Impact Concentration area:

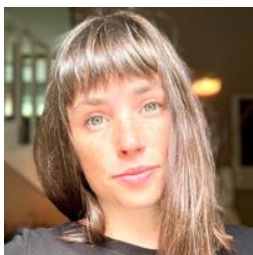
- **BUS 504** Creativity and Innovation in Organizations
- **BUS 506** Funding Social Enterprise
- **BUS 509** Stakeholder Development and Community Engagement
- **BUS 528** Non-Profit Leadership and Governance
- **BUS 543** Social Entrepreneurship
- **BUS 585** Business Practicum

## Student Testimonials



**Jacqui Henderson Scott '19**

“The advanced classes prepared me to go into business situations with an enhanced understanding and worldview. The Creativity and Innovation in Organizations course helped dig creativity out of me that I never knew existed and helped me develop as a professional and as a person. The program requires you to dive in and research meaningful solutions to problems that you can apply in real life.”



**Crystal Edwards '20**

“The program helped me with the technical side of business management (accounting, finance, etc.), but also gave me the experience of learning how to do business responsibly. For example, I launched an employee community service program at my business, and it assisted us in creating connections and also became a recruiting tool for attracting new talent. I also had the opportunity to work with nonprofit organizations when I was in the program, by providing consulting services that improved their business models.”